

Message Text

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ACTION ARA-10

INFO OCT-01 ISO-00 EB-11 USIA-15 AID-20 PER-05 A-01 RSC-01

DRC-01 /065 W

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R 082125Z MAR 74

FM AMEMBASSY TEGUCIGALPA

TO USDOC WASHDC

SECSTATE WASHDC 6511

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PASS USIA/ILA, HOHN CORR

E.O. 11652: N/A

TAGS: BEXP, AFSP, HO

SUBJECT: FY 1974 COMMERCIAL ACTION PROGRAM (CAP) -
HONDURAS

REF: STATE 31493

SUMMARY, COUNTRY TEAM TASK FORCE MET MARCH 5 AND
DISCUSSED EACH OF THE ACTION STAFF COMMENTS FORWARDED IN
REFTEL ON EMBASSY'S CAP. FOLLOWING, THEREFORE, CONSTITUTES
RESPONSE TO REFTEL AS WELL AS REPORT ON THIS TASK FORCE
MEETING. END SUMMARY

1. RE (D) OF REFTEL, FIVE CATEGORIES WHICH ARE TO RECEIVE
HIGHEST PRIORITY ARE HEALTH CARE INDUSTRIES EQUIPMENT,
ELECTRICAL GENERATING AND SWITCHING EQUIPMENT, WATER AND
SEWAGE EQUIPMENT, COMMUNICATIONS EQUIPMENT, AND FOOD
PROCESSING AND PACKAGING EQUIPMENT. MAJOR GOH PROJECTS ARE
PLANNED IN THE FIRST FOUR CATEGORIES.

2. RE (E), EMBASSY CONTINUES TO BELIEVE TRADE MISSION/
TECHNICAL SEMINAR IN HOSPITAL EQUIPMENT FIELD (SEE
TEGUCIAALPA A-130, 12/10/73) OFFERS BEST PROSPECT (PERHAPS
REGIONWIDE) DESPITE THE 6-7 MONTHS DELAY IN PREPARATION
TIME. ALTHOUGH UNIVERSITY HOSPITAL PROJECT SHOULD BE IN
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CONSTRUCTION PHASE BY THEN, EQUIPMENT PURCHASAOA WILL

PROBABLY BE SPREAD OVER SEVERAL MONTH PERIOD. SOCIAL SECURITY INSTITUTE ALSO CONSIDERING MAJOR NEW HOSPITAL FOR SAN PEDRO SULA; SEVERAL PRIVATE HOSPITALS EXPENDING AND IN MARKET FOR NEW ITEMS. WHAT SPECIFIC INFORMATION SHOULD EMBASSY INCLUDE IN ITS "DETAILED, DOCUMENTATED RECOMMENDATION" TO ASSIST PREPARATION OF SUCH A MISSION?

3. RE (G), REVISED TEXT FOR 1.3-D WOULD BE: "ELIMINATE MARGINAL ACTIVITIES SO AS TO PERMIT THE TWO FSL COMMERCIAL ASSISTANTS MORE TIME TO FUNCTION TO THEIR PROFESSIONAL CAPACITIES. IT HAS BEEN AGREED THAT EACH EMBASSY SECTION IS RESPONSIBLE FOR PREPARING ITS OWN TRANSLATIONS AND INVITATIONS FOR REPRESENTATIONAL FUNCTIONS, AND PERFORMING ANY NON-COMMERCIAL RESEARCH IN THE EMBASSY LIBRARY. EXCEPT IN EXCEPTIONAL CASES WHERE CLEAR COMMERCIAL BENEFIT TO THE U.S. COULD RESULT, THE FSL COMMERCIAL ASSISTANTS ARE TO EXPLAIN THAT THEY ARE PROHIBITED FROM PROVIDING ASSISTANCE TO VISA APPLICANTS SEEKING THEIR HELP."

4. RE (H), THE TASK FORCE AGREED THAT THE EMBASSY WILL

REQUEST HIRING OF A FULL-TIME BILINGUAL CLERK-TYPIST FOR THE COMMERCIAL SECTION AS PART OF ITS FY 75 BUDGET REQUEST. THE FOREIGN SERVICE INSPECTORS RECOGNIZED THE NEED FOR

ADDITIONAL STAFFING LAST JULY, WHEN THE FSL COMMERCIAL ASSISTANT WHO ALSO FUNCTIONS AS SECRETARY ESTIMATED THAT 60 PERCENT OF HER TIME WAS TAKEN BY SECRETARIAL DUTIES. SHE NOW ESTIMATES THAT 90 PERCENT IS DEVOTED TO THESE REQUIREMENTS, SIGNIFICANTLY RESTRICTING HER ATTENTION TO THE PROMOTIONAL WORK FOR WHICH SHE HAS THE CAPABILITY AND TRAINING.

5. RE (I), TASK FORCE APPROVED THE IDEA OF ENCOURAGING OFFICERS FROM VARIOUS SECTIONS TO UNDERTAKE COMMERCIAL REPORTS, AND THE AMBASSADOR EXPRESSED HIS SUPPORT FOR FULL COUNTRY TEAM COOPERATION IN THIS REGARD. HE SUGGESTED HOLDING AN INFORMAL GENERAL STAFF MEETING SOON TO PROMOTE UNCLASSIFIED

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ENTHUSIASM FOR THE IDEA AND ENLIST VOLUNTEERS. COMATT REPORTED THAT THE EMBASSY PERSONNEL AND LABOR OFFICERS HAVE ALREADY AGREED TO PREPARE REPORTS ON SUBJECTS HELPFUL TO THE COMMERCIAL PROGRAM AND THE AID DIRECTOR HAS APPROVED THE IDEA OF HAVING THE VARIOUS AID TECHNICIANS REPORT ON A ROTATING BASIS ON THE COMMERCIAL OPPORTUNITIES OF THEIR SPECIFIC PROJECTS. THE USIS BNC DIRECTOR IN SAN PEDRO SULA WILL ALSO SERVE AS A REPORTER ON COMMERCIAL DEVELOPMENTS IN

THAT AREA. THE COMMERCIAL OFFICER WILL PREPARE WRITTEN GUIDANCE FOR THE OFFICERS INVOLVED ON "THE RIGHT QUESTIONS TO ASK" WHEN DEVELOPING INFORMATION ON A TRADE OPPORTUNITY.

RE (J), THE PAO DESCRIBED THE EMPHASIS GIVEN TO TRADE PROMOTION AT THE RECENT PAO MEETING IN WASHINGTON AND UNDERScoreD THE NEED FOR TIMELY RECEIPT OF PROMOTION MATERIALS PREPARED BY USIS/STATE/COMMERCE FOR USE AT POST.

7. RE (K), DEPARTMENT'S REVISION ACCEPTED WITH PLEASURE.

8. RE (M), TASK FORCE AGREED TO UTILIZE INFORMAL APPROACH DESCRIBED IN PARAGRAPH 5 ABOVE TO EMPHASIZE TO THE COUNTRY TEAM IMPORTANCE OF DEVELOPING COMMERCIAL OPPORTUNITY

INFORMATION AND UTILIZING THE DAILY CT MEETINGS FOR REPORTING.

9. TASK FORCE ALSO DISCUSSED IDEA DESCRIBED IN 1.3-C, I.E., PERIODIC "BREAKFASTS WITH THE AMBASSADOR." THE AMBASSADOR ASKED ECOM TO PREPARE MEMO DESCRIBING PROS AND CONS OF VARIOUS SETTINGS FOR SUCH GATHERINGS AND THE KINDS OF GROUPS AND DISCUSSION MATTER WHICH WOULD BE APPROPRIATE.

10. RE 1.3-G, COMMERCIAL OFFICER REPORTED THAT SHE WOULD VISIT INDIVIDUALLY EACH OF THE U.S. BANKS TO ELICIT THEIR ASSISTANCE IN PROVIDING TRADE LEADS.

1. SUBJECT TOUCHED UPON BRIEFLY AT MEETING AND ABOUT WHICH DEPARTMENT MAY BE ABLE TO PROVIDE SOME GUIDANCE WAS THE PROPER POSTURE FOR USG TRADE PROMOTION EFFORTS IN TODAY'S WORLD OF SHORTAGES, DELAYS IN FILLING ORDERS, AND EVEN A "TAKE IT OR LEAVE IT" ATTITUDE BY SOME U.S. FIRMS EXPERIENCING A SELLERS' MARKET.

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